



Press Advisory

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EPA, PARTNER COMPANIES, LOCAL GOVERNMENTS OFFER OPPORTUNITIES FOR PUBLIC TO RECYCLE OLD ELECTRONICS DURING EARTH WEEK

EPA announced today that their ***Plug-In To eCycling*** partners and local governments are providing numerous opportunities this week for the public to recycle their used electronics by holding collection events nationwide. On Friday, April 25, ***Sharp Electronics*** and ***Clark County, WA Solid Waste Authority*** will take back residents' old computers, televisions, and printers at Sharp's facility in Camas, WA from 9 a.m. to 1 p.m. ***Best Buy*** together with their partners ***HP*** and ***Starbucks*** invites New Yorkers to recycle their used computer hardware and other consumer electronics in an environmentally sound manner at no cost. Best Buy will collect these old electronics at Grand Central Station on both Saturday and Sunday, April 26-27, from 11 a.m. to 5 p.m. ***Panasonic*** will advertise this event with hourly public service announcements played on the NBC Astrovision by Panasonic screen in Times Square. ***Dell*** and the ***Texas Commission on Environmental Quality*** will host a free event at the Auditorium Shores parking lot in Austin, TX from 11 a.m. to 5 p.m. The ***Recycle America Alliance***, in partnership with local governments, will provide electronics recycling services on April 26 at North Park in Lakeville, MN from 9 a.m. to 2 p.m., Prior Lake High School in Prior Lake, MN from 8 a.m. to noon, and at the Public Works Building in Hastings, MN from 8 a.m. to noon. In California, Recycle America Alliance and local government partners will host events at Liberty and Main Streets in Visalia, CA from 10 a.m. to 4 p.m. and at 6605 Dublin Blvd in Dublin, CA from 8 a.m. to 3 p.m. Also on April 26, manufacturers ***Sony***, ***Sharp***, ***Panasonic***, and ***JVC*** will join forces with recycler ***Nxtcycle*** to offer electronics recycling to the residents of Palm Springs, CA from 9 a.m. to 2 p.m. at Lowes Home Improvement on E. Ramone Rd. ***Sony***, ***Sharp***, ***Panasonic***, and ***JVC*** will also partner with recycler ***Envirocycle*** to provide electronics recycling services to residents of Dauphin County, PA at the Harrisburg Community College and to Hancock County, WVA residents at the Weirton Steel Company from 9 a.m. to 2 p.m. on April 26. This week, ***AT&T Wireless*** kicked off its enhanced recycling program, which offers Americans the chance to drop off their old phones, accessories, and batteries - regardless of brand and at no charge - at hundreds of retail stores across the country. AT&T Wireless will donate refurbished phones to groups that respond to emergency situations like the American Red Cross and proceeds from recycled phones will go to Keep America Beautiful. EPA's ***Plug-In To eCycling*** program, launched in January 2003, is aimed at voluntarily increasing the safe recycling of old consumer electronics until there is a more long-term, comprehensive solution for this wastestream. EPA is accomplishing this by providing incentives for manufacturers and retailers to provide more support for eCycling; creating more partnerships between the private and public sector to develop more local infrastructure and collection opportunities; and increasing consumer awareness of the need to recycle and opportunities to do so. The Plug-In To eCycling is a key component of EPA's ***Resource Conservation Challenge***, which asks Americans to increase the national recycling rate to 35 percent and reduce the generation of priority chemicals by 50 percent, both by 2005. For more information on all these eCycling opportunities and many more, go to www.plugintorecycling.org.